PHILIP MORRIS U.S.A.

Inter Office Correspondence

TO: **DISTRIBUTION** **DATE:** **February 16, 1994**

FROM: **Adrian Marrullier**

SUBJECT: **V-WEAR**

For your information this provides topline results from the Feb. 6 V-Wear FSI.

To date, we have already received 97 valid orders for a total of 262 items (2.73 items/order). Interestingly of these orders, 67 orders or 70% included bonus certificates from the Direct Mail which dropped in late January indicating a cross over of consumers.

While still very early in the ordering process, it is interesting to note that several items, in particular the blouse, vest and tote are redeeming higher than forecasted on a percentage basis. We will continue to monitor this as time goes by.

Item	UPC's	Quantity Orderers	Actual Distribution of Orders	Forecasted Distribution of Orders
Sunglasses	40	40	15%	6%
Jacket	400	15	6%	6%
Tote	60	40	15%	5%
Vest	100	31	12%	5%
Blouse	80	43	16%	4%
Choker	35	37	14%	17%
T-Shirt	30	21	8%	16%
Lighter	40	35	14%	40%
		262	100%	100%

Distribution:

T. Alleyne-Chin
S. LeVan
W. Marin
C. Murray
M. Valinoti
R. Whalen

Leo Burnett
J. Mabie
D. Ryan

2062360896

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